



# **REPORT ON FINDINGS**

## **FROM FOCUS GROUPS ON LIBRARY ACCESS FOR SPRINGFIELD PUBLIC LIBRARY**

November 1, 2022

## FOCUS GROUPS ON LIBRARY USE/NON-USE IN SPRINGFIELD

The Springfield Public Library contracted with Verb Marketing + PR to support its efforts to better serve those who are not currently accessing the library. Specifically, the library sought information about those who are most likely under-served (those with transportation or income obstacles). This information will be used in the library's strategic planning efforts and daily programming/service selection.

*Specifically, the library's research objective was: To identify how the library can better serve those who are not accessing it at this time -- in particular, those who are most likely to be under-served (those with transportation, income or awareness limitations).*

Groups of particular emphasis, as identified by the library were: Residents in the Gateway and Thurston areas and residents who speak Spanish as their first language, and at home. Gateway and Thurston were selected because they are geographically more distant from the library's downtown Springfield location. Gateway is also predominantly low-income.

It is important to recognize that the Focus Groups are one aspect of the research. They may prompt follow-up or additional inquiry. Focus groups are by design a qualitative research tool and not quantitative. It is especially important to recognize this because our sample size and participant recruitment are narrow. This does not diminish the value of the content, or the accuracy of the information obtained; it should simply not be perceived as representative of the community. Areas to be mindful of include:

- The demographic survey completed at the start of each session shows that all participants self-identified as 'white'. We do not know the race/ethnicity of those who offered to participate but may not have been eligible or who may not have confirmed attendance.
- Of 16 participants, only 1 identified as male and 15 identified as female.
- We intentionally selected participants who were likely to be under-served, emphasizing low-income at the poverty level. The Gateway/Low-Income group was 100% low-income and the Thurston group was mixed, with more than 20% of the participants suspected to be at poverty level (the city-wide rate, according to the 2020 census, is 18.3%).

## METHODOLOGY

We formed four focus groups. Eligibility for the first three groups included:

1. The resident indicated that they 'never' use the library or have not used it more often than once a year;
2. They lived in a designated area, and/or;
3. They met the requirement of low-income, as identified by address or self-identification. Income levels were not confirmed or verified.
4. The fourth group was formed of people who speak Spanish as their primary language. Their residence location was not prescribed, but they did need to identify as 'never' or 'no more than once per year' users.

IMPORTANT NOTE: Securing confirmations for attendance by those responding to recruitment conducted in Spanish proved difficult and delayed the ability to hold the focus group. Because of this, we have removed the Spanish speaking group from this initial report. Findings will be reported separately, with attention paid to variations and similarities with the themes identified here.

Participants were recruited through promotion at the Springfield Block Party, several events focused on the Latinx community, and through social media (Facebook and Instagram) posts. Homes for Good Housing Agency conducted direct outreach on the site of their Hayden Bridge Landing development.

The social media posts were responsible for the majority of the sign-ups. This is important to note because it indicates we heard from people who use technology and social media.\* Facebook posts were made by the library and shared by community partners, including the City of Springfield, Willamalane, Springfield School District, Escudo Latino, Homes for Good Housing Agency and likely, others. All posts were un-sponsored/unpaid except for one issued with a call-out for Gateway area residents. This one was boosted when participation in that area lagged. The targeting was Zip Code 97477.

Participants received a \$50 gift card as a stipend. Snacks were provided. Locations were selected for accessibility and convenience.

*\* Note: Post-pandemic, access to technology is nearly universal. In fact, the use of a phone as computer/connection device presents as a more equitable contact form for those who move frequently or are unhoused. Social media use continues to evolve, but Facebook is used by social services agencies and others enough, and is free, so many people use it as a resource. While data plans vary, people are adept at using free wi-fi to access content.*

## ABOUT THE GROUPS

### Session One: Gateway/Low-Income

Although initial interest in the sessions was sufficient to fill the four sessions, engagement dropped when the library attempted to confirm attendance. As a result, we combined a general Gateway area session with a session that was originally specifically intended to engage the housing agency's Gateway area community. This combined session represented low-income residents who also live in the Gateway/Hayden Bridge area of Springfield.

- This session was held in the Community Room at Homes for Good's Hayden Bridge Landing development. The session was from 6pm-7:30pm.
- Original attendance was to be eight people; one canceled for illness, two did not show, and three walk-ins who met the eligibility requirements were added.
- All participants except one were women. The group skewed younger, and to people with children. Exact demographics are at the back of this report.

### Session Two: Thurston

The second session was formed of people from the Thurston area.

- Many of these participants were also low-income, though that was not a recruitment criterion.
- The session was held at the Ridgeview Elementary School, in the school's library.
- The group was demonstrative of the community, though only one participant was likely to represent the more affluent area of Thurston.  
This group was to be ten people and we had two no shows.
- All participants were women and ages represented were evenly spread between the 20s and into the late 60s. Household size varied. Exact demographics are at the back of this report.

### Session Three: Spanish-Speaking Community Members

As noted earlier, the session for community members who speak Spanish as their primary language will be held at a later date. We will follow the same general query and the results will be provided as a companion to this report.

## SESSION CONTENT

### **Query**

Find the query for these groups in the appendix of this report, on page 14. We allowed for some variation from the query, in cases when the participants seized an idea and began a side discussion. (For example, one session seemed to indicate that participants were using their devices for typical functions of a library. We asked if they thought devices, internet and content services had replaced libraries. At another time, the group side-stepped to a discussion about a particular location. This led to the addition of a discussion about what the 'right' library might be, in terms of facility.)

### **Session Format and Style**

Each session was held in a parallel format, using a structured query with allowance for conversation and some small group collaboration. The tone was intentionally informal to encourage participation. Each participant was fully engaged and completed the session. Each participant in the first two sessions indicated the desire to be involved in research opportunities in the future. Participants were provided with an email address to send follow-up thoughts but no additional comments were received.

## OBSERVATIONS

### Themes

- **Convenience:** The library's geographic location was a complaint for the Thurston group, but the low-income group did not cite it as a major concern.
- **Access:** The second-floor location is a complaint for most participants. Younger participants complained of the challenge of concrete stairs with small children and/or a stroller. Older participants complained of the stairs for reasons of physical challenge. Some people realized there is an elevator; it was consistently described as 'creepy' and feeling unsafe. Low visibility, darkness and location exacerbated concerns.
- **Parking:** People were unsure of where to park to go to the library. Several had parked in the covered parking and received tickets.
- **Visibility:** Past users described wayfinding to be a challenge, with the library being hidden within City Hall, or a government building.
- **Safety:** In addition to concerns about the elevator, some people felt unsafe in the area, citing 'unhoused' or 'transients'. These concerns were more pronounced with the Thurston group, but it surfaced with the low-income group as well.
- **Comfort:** People described not wanting to settle in to 'hang out' at the library, saying it lacks comfortable and inviting seating. This made the experience more of a transaction and less of an experience.
- **Awareness of offerings:** All participants understood the library is more than books, but it was unclear to what extent. Some were familiar with the computer and printing access. There is room for more education about the services and materials available there. People did consistently mention special events.
- **Navigation of materials/services:** It was unclear whether challenges navigating the library were specific to Springfield, or general to libraries. (For example, one person expressed frustration with the Dewey Decimal system.) Regardless, accessing the contents of the library was an obstacle to people. In brainstorming what would make the library more compelling, people were eager for navigation help, describing it like someone at Jerry's Home Improvement, "What are you looking for today?"

Overall, people spoke of a combination of personal limitations (difficulty managing children in a public space), or lack of desire/need to access the library as much as they described a particular issue with the library. Specifically, some participants had never used the library, but had not felt compelled enough to explore it. This could be as much about life patterns as lack of awareness.

Nearly every participant had a library card at some point in their past, as a child or adult. Most understood that a card is free. Some discussed not knowing where to start to find a book, or what else might be available but for the most part, we perceived a general understanding of what could be accessed. People's needs for content were being met outside of the library, or the effort involved to use it was not worth the payout.

### Past User Notes

In each group, there were several participants who had used the library in the distant past. They described issues with:

- **Fines:** Several reported they had stopped using the library in part because of fees and fines/not being able to pay them, or disagreeing with them. We did not explore this in detail, but there was a general implication that fines were punitive.
- **Parking:** Several people described difficulties with parking and access.
- **Lack of help:** Several reported feeling unsupported with their search for a particular item.
- **Limited collection:** Several described not finding a particular type of book, or mentioned long wait times for popular books.

On a more positive note, several:

- Described very good service and help in the children's section.
- Remembered 'fun' and 'interesting' events for kids and for teens.
- Experienced helpful staff.

### Differences Between Groups

Responses and discussion between groups was consistent. Variations were predictable based on demographic differences, and included:

- The low-income group included a large number of parents with multiple young children, and at least two families reported a child with autism. Concerns about disruption and desire for space that accommodates young children and those who are neurodivergent were topic points for this group but did not arise in the other groups.
- The low-income group emphasized the need for programming/space that accommodates neurodivergent people.
- The low-income group reported experiences of feeling unwelcome or unsupported.
- In general, the low-income group was fully absorbed in the activities of daily living, without a lot of capacity for activities beyond the home.
- The Thurston group discussed parking and the amount of time involved to get to the downtown location more than the low-income group. This group included several retirees. Several people had children, but their references implied less stress.

- In general, the Thurston group had greater capacity and interest in activities beyond daily living. Issues were more convenience-oriented, such as location.

### **Participant Information and Interests**

These statements apply to all groups:

- Participants demonstrated heavy device use and even those who self-described as technology averse actively use it for personal research and fun.
- Participants sought connections with others.
- Participants with children worried about disruption to others.
- Participants included the following when asked to describe how they spend their time: art, cooking, gardening, home improvement, genealogy. Participants of all ages discussed arts and crafts.

### **Topics that Did Not Surface**

We suspected that the following topics might surface during these sessions, but they did not, and we think that is significant. However, remember that this is not necessarily a representative group. The Library Foundation's survey may be useful to illuminate the quantitative accuracy of some of these observations:

- No participant mentioned hours or days of operation as an issue.
- There was no discussion about use of the library for videos or audiobooks.

If there are other topics that staff would like to know about, please alert us and we can share their inclusion/not in the discussions.



## RECOMMENDATIONS FOR CONSIDERATION

Based on the discussions of the groups, the following items warrant consideration and further exploration. These items are based on participant discussions, not Verb's interpretation.

### Facility

- **Physical access/safety** – There is recurring and widespread concern about the stairs and the 'creepy' elevator. Some mentions of wishing for visible security.
- **Parking** – Address/solve general confusion. There was worry about tickets and little mention of the free library lot.
- **Location** – Downtown scored mixed results based entirely on participant resident location.

### Access/awareness

- **Consider a navigator** – Those who have visited the library don't know where to start. Access to help appears inconsistent. There were multiple mentions of a 'soft' help at the entrance, 'like Jerry's'.
- **Library 101** – People were uncertain of what was in the library, what was available and how to find it. There was low understanding of the details of getting a library card, renewals, etc. The tone in many cases was sheepish. A monthly event to introduce people to the library contents, organization and to get them set up with library cards would be helpful.

### Satellite options

- Both groups liked the idea of bookmobiles or delivery hubs. The discussions took different trajectories. The low-income group was very interested in a bookmobile type set-up. They did not question or discuss what would be included in the collection. The Thurston group was mixed about the bookmobile, with it taking two tracks: 1) an order-ahead/delivery type set up and 2) a place to browse. The low-income group was interested in kids' books, and options for adults. Thurston was more focused on obtaining very specific requests.
- The idea of a 'branch' library was generally positive, though the Thurston group generally described their preference for more selection and programs over location and indicated that perhaps a smaller location would actually make them less likely to visit. The low-income group quickly evolved the idea into distribution sites that would offer 'mini libraries'. They specifically discussed co-locations with food bank distribution sites, Willamalane and summer food sites.

**Programming**

- Participants of all demographics exhibited interest in opportunities to connect with others, particularly over shared interests.
- Events that combined hobbies with specific books originated in the groups and gained momentum. (Example, cooking from a particular book.)
- People in both groups remembered past events for children and teens and were positive about the activities.
- The Thurston group suggested the concept of a “library of things” – through which you would borrow things like tools, etc. Specifically, they discussed checking out low-frequency use but high-expense items. This might be an area for partnerships.

**Outreach**

- Everyone wanted to know more about what the library offers.
- There was a consistent request for more specific information about programs
- Everyone prefers using their phone number/text alerts – we suggest the use of opt-out text alerts for special programs, etc. This would need to be judiciously used to avoid over-doing it.
- People mentioned the website as being confusing and difficult to find. We can’t help but adding our marketing perspective here; that you also obtain a URL with Springfield in it. There was no mention of “Where Minds Grow” and it is a great tagline but not good for wayfinding.

## FINAL THOUGHTS

The sessions yielded helpful information and offer staff some direction in terms of improving access for all Springfield residents, including those who have not used the library in the past. This report can be used as a general reference in combination with the statistically valid survey conducted by the library foundation. It can also be used as a starting point should you wish to explore the topics to the extent that you can identify how far-reaching these observations might be. Below, we've listed some questions that might be helpful for decision-making about programming.

- Do you know how to get a library card?
- Do you know what you can get at the library?  
Do you know how to find something at the library?
- How comfortable do you feel asking for help? 1-10
- Have you ever had a library card?  
Have you ever stopped using your library card because of accumulated fines?

We also encourage you to keep in mind that within a certain timeframe of their lives, some users are unlikely to use the library even if you fulfilled all their wishes. Parents of multiple very young children, those with means to access materials on their own, those without transportation and people with constrained schedules may simply not use the library because of personal life situations. Still, any obstacles that can be removed to make it less of a 'chore' and with more reward, should be considered.

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*This report was provided by Verb Marketing + PR. Verb has provided public opinion research and outreach guidance for public, non-profit and private entities in the Eugene-Springfield market and beyond since 2003. Its website focuses on marketing efforts; speak to us to learn more about our approach to qualitative research and how we help clients transfer findings to strategic and communications plans and campaigns that make a difference.*

## APPENDIX

### Materials Used for Recruitment

# Share Your Thoughts!

If you live in Springfield and do **NOT** use the Springfield Public Library, we want to hear from you...

Springfield Public Library invites people who live in the City and who do NOT use the library to participate in a research project to learn how to better serve everyone.

The library will use an independent moderator for these structured conversations. The sessions will last 90 minutes and will be held during the week of October 17 from 6 to 7:30 p.m. Participants will receive a \$50 Visa/MC gift card in appreciation for their time.

If you are interested and able to participate, please visit this link to provide contact information:

[www.surveymonkey.com/r/springfieldlibrary](http://www.surveymonkey.com/r/springfieldlibrary)

Thank you!



Handout, poster in English  
with link to sign-up survey

# ¡Comparte tu opinión!

Si vives en Springfield and no utilizas la Biblioteca Pública de Springfield, queremos que nos hables.

La Biblioteca Pública de Springfield invita a las personas que viven en la ciudad y que no utilizan la biblioteca a participar en un proyecto de investigación para aprender a servir mejor a todos.

La biblioteca utilizará un moderador independiente para estas conversaciones estructuradas. Las sesiones durarán 90 minutos y se realizarán durante la semana del 27 de octubre de 6 a 7:30 p.m. Los participantes recibirán una tarjeta de regalo Visa/MC de \$50 en agradecimiento por su tiempo.

Si está interesado y puede participar, visite este enlace para proporcionar información de contacto:

[es.surveymonkey.com/r/springfieldbiblioteca](http://es.surveymonkey.com/r/springfieldbiblioteca)

¡Gracias!



Handout, poster in Spanish,  
with link to sign-up survey



Spanish Image for Social Sharing



Gateway Emphasis for Boosted Social



English Image for Social Sharing

**Springfield Public Library****FINAL SESSION QUERY**

10/17/2022

**Research Objective:** To identify how the library can better serve those who are not accessing it at this time -- in particular, those who are most likely to be under-served (those with transportation, income or awareness limitations).

**Intro**

- Pre-session survey and consent form  
Welcome, why we're here, ground rules
- No wrong answers, letting others fully answer, no debating, do not divulge highly personal information, etc.

**Warm-up**

1. If you've ever had a library card for any library, ever in your life, please raise your hand. (Not counting school libraries.)
2. If you've ever had a library card for the Springfield library, please raise your hand.
3. If you've ever used the Springfield library - for anything - please raise your hand.
4. Raise your hand if you know exactly where the Springfield Library is.
  - a. Query for where.
  - b. Is that where you thought it was?

**Let's Dig In**

Let's circle on a few topics. We'll go right to left. At the end of each circle, I'll ask for any loose ends or things that occurred to you while others were speaking. Please hold onto those thoughts until then. That makes it much easier for us to record what you each say.

1. Please tell me what comes to mind when I say: library
2. Please tell me what comes to mind when I say: Springfield Public Library
3. How much do you think a library card costs?
4. Describe to me the top 3 ways you get information or entertain yourself. So specifically, I'm looking to hear if you read books, or watch TV, or movies, if you surf the internet, go to events or concerts, use social media, etc. It doesn't have to be on this list.
5. Let's talk about subscription services. Let's do this as a group. Raise your hand if you have a subscription to:
  - a. Netflix
  - b. HBO

- c. Audible
- d. Spotify
- e. What else? One at a time and let's react to those.

**Ok - let's go back to circling one by one...**

- 6. Tell me about your experience if you've been to the Springfield Public Library. Specifically, I want to know why you went there, and what it was like. If you haven't been to the library, just pass your turn.
- 7. Did you feel welcome at the library? Tell me more about that, either way.
- 8. If you haven't been to the library, I want you to think about why you haven't, and tell me about that.

**As a group...**

- 9. Let's brainstorm. What would make it more likely for you to use the library?
- 10. Let's keep playing with that idea: what about location or locations?  
Here are some main ways of using a library. Which of these is the best for you, making it most likely for you to use it?
  - a. 1) in person downtown,
  - b. 2) at a branch location,
  - c. 3) online or via an app or downloads
  - d. 4) in a bookmobile or other mobile-type setting.

**One by one...**

- 11. Can you think of anything that I should have asked you? That would help me share with the library about how it can serve you better?

- Thank yous
- Distribute gift cards, which will be in an envelope packed with materials/info from the library

**PARTICIPANT DEMOGRAPHICS, SELF-REPORTED**

Welcome to the Library Focus Group Session!

Q1. What is your street address?

**Answered** 16

**Skipped** 1

This data has been removed for privacy. It was used to validate eligibility and to sort groups.

Q2. Your first name and first initial of your last name:

**Answered** 17

**Skipped** 0

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	Cindy W
118155630806	Oct 20 2022 02:42 PM	Brenda W.
118155630013	Oct 20 2022 02:41 PM	Carol S
118155629053	Oct 20 2022 02:40 PM	Vickie E.
118153831707	Oct 18 2022 06:04 PM	Gloria S
118153831077	Oct 18 2022 06:03 PM	Josie W.
118153831227	Oct 18 2022 06:03 PM	Antoinette B.
118153830502	Oct 18 2022 06:02 PM	cassidy r
118153769713	Oct 18 2022 04:07 PM	Julie C
118153468458	Oct 18 2022 10:02 AM	Jeremy T
118153466484	Oct 18 2022 10:00 AM	Debbie C
118153465076	Oct 18 2022 09:59 AM	Julie C



118153464350	Oct 18 2022 09:58 AM	Samanta M
118152876116	Oct 17 2022 07:31 PM	Catherine G
118152832195	Oct 17 2022 06:06 PM	Lisa P
118152830485	Oct 17 2022 06:03 PM	Mandie Y
118152823396	Oct 17 2022 05:49 PM	Christina S

### Q3. Preferred pronoun (she/he/their):

**Answered** 14  
**Skipped** 3

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	she
118155630806	Oct 20 2022 02:42 PM	she
118155630013	Oct 20 2022 02:41 PM	She
118155629053	Oct 20 2022 02:40 PM	she
118153831707	Oct 18 2022 06:04 PM	She
118153831227	Oct 18 2022 06:03 PM	She
118153831077	Oct 18 2022 06:03 PM	She
118153830502	Oct 18 2022 06:02 PM	She her
118153468458	Oct 18 2022 10:02 AM	He
118153466484	Oct 18 2022 10:00 AM	she
118153464350	Oct 18 2022 09:58 AM	she
118152832195	Oct 17 2022 06:06 PM	She
118152830485	Oct 17 2022 06:03 PM	She
118152823396	Oct 17 2022 05:49 PM	She

### Q4. First language?

**Answered** 16  
**Skipped** 1

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	english
118155630806	Oct 20 2022 02:42 PM	English
118155630013	Oct 20 2022 02:41 PM	English
118155629053	Oct 20 2022 02:40 PM	English
118153831707	Oct 18 2022 06:04 PM	English
118153831227	Oct 18 2022 06:03 PM	English
118153831077	Oct 18 2022 06:03 PM	English
118153830502	Oct 18 2022 06:02 PM	English
118153468458	Oct 18 2022 10:02 AM	English
118153466484	Oct 18 2022 10:00 AM	English
118153465076	Oct 18 2022 09:59 AM	English
118153464350	Oct 18 2022 09:58 AM	english
118152876116	Oct 17 2022 07:31 PM	English
118152832195	Oct 17 2022 06:06 PM	English
118152830485	Oct 17 2022 06:03 PM	English
118152823396	Oct 17 2022 05:49 PM	English

### Q5. Second language?

**Answered** 7  
**Skipped** 10

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	spanish

118153831227	Oct 18 2022 06:03 PM	Spanish
118153830502	Oct 18 2022 06:02 PM	Working on spanish
118153468458	Oct 18 2022 10:02 AM	N?A
118153466484	Oct 18 2022 10:00 AM	no
118152832195	Oct 17 2022 06:06 PM	None
118152830485	Oct 17 2022 06:03 PM	N.a.

## Q6. Ethnicity

Answered

14

Skipped

3

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	european
118155630806	Oct 20 2022 02:42 PM	white
118155630013	Oct 20 2022 02:41 PM	White mixture :)
118153831077	Oct 18 2022 06:03 PM	White
118153831227	Oct 18 2022 06:03 PM	Hispanic
118153830502	Oct 18 2022 06:02 PM	White
118153468458	Oct 18 2022 10:02 AM	White-european
118153466484	Oct 18 2022 10:00 AM	white
118153465076	Oct 18 2022 09:59 AM	White
118153464350	Oct 18 2022 09:58 AM	white
118152876116	Oct 17 2022 07:31 PM	White
118152832195	Oct 17 2022 06:06 PM	White
118152830485	Oct 17 2022 06:03 PM	Native american
118152823396	Oct 17 2022 05:49 PM	White

## Q7. Age

Answer Choices	Responses	
Under 18	0.00%	0
19-24	6.25%	1
25-30	12.50%	2
31-45	31.25%	5
46-55	6.25%	1
56-65	25.00%	4
66-75	18.75%	3
76+	0.00%	0
<b>Answered</b>		<b>16</b>
<b>Skipped</b>		<b>1</b>

## Q8. Number of people living in your home (count yourself)

**Answered** 16  
**Skipped** 1

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	2
118155630806	Oct 20 2022 02:42 PM	two
118155630013	Oct 20 2022 02:41 PM	3
118155629053	Oct 20 2022 02:40 PM	2
118153831707	Oct 18 2022 06:04 PM	2
118153831077	Oct 18 2022 06:03 PM	5
118153831227	Oct 18 2022 06:03 PM	4
118153830502	Oct 18 2022 06:02 PM	3
118153468458	Oct 18 2022 10:02 AM	5
118153466484	Oct 18 2022 10:00 AM	5
118153465076	Oct 18 2022 09:59 AM	1
118153464350	Oct 18 2022 09:58 AM	4

118152876116	Oct 17 2022 07:31 PM	6
118152832195	Oct 17 2022 06:06 PM	2
118152830485	Oct 17 2022 06:03 PM	6
118152823396	Oct 17 2022 05:49 PM	3

Q9. How many children live in your home, and what are their ages?

**Answered** 16

**Skipped** 1

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	0
118155630806	Oct 20 2022 02:42 PM	one (6)
118155630013	Oct 20 2022 02:41 PM	1/adult
118155629053	Oct 20 2022 02:40 PM	0
118153831707	Oct 18 2022 06:04 PM	1. 35
118153831227	Oct 18 2022 06:03 PM	Two. 16 & 6
118153831077	Oct 18 2022 06:03 PM	Three children ages 4, 3, 1
118153830502	Oct 18 2022 06:02 PM	0
118153468458	Oct 18 2022 10:02 AM	(3) 11, 3, 8
118153466484	Oct 18 2022 10:00 AM	(4) 9, 7, 4, 1
118153465076	Oct 18 2022 09:59 AM	0
118153464350	Oct 18 2022 09:58 AM	(3) - 15, 6, 3
118152876116	Oct 17 2022 07:31 PM	4 (3, 6, 9, 18)
118152832195	Oct 17 2022 06:06 PM	0
118152830485	Oct 17 2022 06:03 PM	4 kids 16,13,6,4
118152823396	Oct 17 2022 05:49 PM	4 and 14

## Q10. What do you do for work?

Answered 16

Skipped 1

Respondent ID	Response Date	Responses
118155631421	Oct 20 2022 02:43 PM	teach independent living skills
118155630806	Oct 20 2022 02:42 PM	restaurant manager
118155630013	Oct 20 2022 02:41 PM	Teacher/life coach
118155629053	Oct 20 2022 02:40 PM	Just retired
118153831707	Oct 18 2022 06:04 PM	Retired teacher
118153831077	Oct 18 2022 06:03 PM	Stay at home parent
118153831227	Oct 18 2022 06:03 PM	Homemaker
118153830502	Oct 18 2022 06:02 PM	Reception
118153468458	Oct 18 2022 10:02 AM	Mill operator
118153466484	Oct 18 2022 10:00 AM	No work
118153465076	Oct 18 2022 09:59 AM	Retired
118153464350	Oct 18 2022 09:58 AM	CNA2
118152876116	Oct 17 2022 07:31 PM	Homemaker
118152832195	Oct 17 2022 06:06 PM	Homemaker
118152830485	Oct 17 2022 06:03 PM	Multi unit Office manager
118152823396	Oct 17 2022 05:49 PM	Disabled

## Q11. How long have you lived in Springfield?

Answered 14

Skipped 3

Respondent ID	Response Date	Responses
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118155630806	Oct 20 2022 02:42 PM	25 years
118155630013	Oct 20 2022 02:41 PM	12 years
118153831707	Oct 18 2022 06:04 PM	1 year
118153831077	Oct 18 2022 06:03 PM	7 years
118153831227	Oct 18 2022 06:03 PM	12 years
118153830502	Oct 18 2022 06:02 PM	8 years
118153769713	Oct 18 2022 04:07 PM	This time 12 years
118153468458	Oct 18 2022 10:02 AM	8 years
118153466484	Oct 18 2022 10:00 AM	1 year
118153464350	Oct 18 2022 09:58 AM	12 years
118152876116	Oct 17 2022 07:31 PM	10y
118152832195	Oct 17 2022 06:06 PM	A few months
118152830485	Oct 17 2022 06:03 PM	30 plus years
118152823396	Oct 17 2022 05:49 PM	10 years February 2023

### Q12. Do you know where the Springfield Public Library is?

Answer Choices	Responses	
Yes	85.71%	12
No	14.29%	2
<b>Answered</b>		<b>14</b>
<b>Skipped</b>		<b>3</b>

### Q13. How much do you think a library card costs?

<b>Answered</b>	<b>14</b>
<b>Skipped</b>	<b>3</b>

Respondent ID	Response Date	Responses
118155630806	Oct 20 2022 02:42 PM	\$5

118155630013	Oct 20 2022 02:41 PM	free
118153831707	Oct 18 2022 06:04 PM	Free?
118153831227	Oct 18 2022 06:03 PM	Free
118153831077	Oct 18 2022 06:03 PM	Free
118153830502	Oct 18 2022 06:02 PM	Free right?
118153769713	Oct 18 2022 04:07 PM	0
118153468458	Oct 18 2022 10:02 AM	\$5
118153466484	Oct 18 2022 10:00 AM	\$6
118153464350	Oct 18 2022 09:58 AM	0
118152876116	Oct 17 2022 07:31 PM	0
118152832195	Oct 17 2022 06:06 PM	It's free, well... technically paid by property taxes!
118152830485	Oct 17 2022 06:03 PM	Free sometimes thru Springfield school district
118152823396	Oct 17 2022 05:49 PM	\$0 to residents

#### Q14. Before today, did you know there is a Springfield History Museum?

Answer Choices	Responses	
Yes	71.43%	10
No	28.57%	4
<b>Answered</b>		<b>14</b>
<b>Skipped</b>		<b>3</b>

#### Q15. Before today, did you know where the Springfield History Museum is?

Answer Choices	Responses	
Yes	64.29%	9
No	35.71%	5
<b>Answered</b>		<b>14</b>
<b>Skipped</b>		<b>3</b>



Q16. Would you like to receive emails with news about this project or with general library updates?

Answer Choices	Responses	
Yes	68.75%	11
No	31.25%	5
<b>Answered</b>		<b>16</b>
<b>Skipped</b>		<b>1</b>

Q17. If you answered 'yes', provide your email.

<b>Answered</b>	<b>10</b>
<b>Skipped</b>	<b>7</b>

Respondent ID	Response Date	Responses
118155630806	Oct 20 2022 02:42 PM	brendaandmac@comcast.net
118155630013	Oct 20 2022 02:41 PM	caroljsmith12@gmail.com
118153831707	Oct 18 2022 06:04 PM	gloriasteimer@hotmail.com
118153831227	Oct 18 2022 06:03 PM	antoinette_brunton@yahoo.com
118153830502	Oct 18 2022 06:02 PM	cassidyhlrook@gmail.com
118153468458	Oct 18 2022 10:02 AM	J3Todd541@icloud.com
118153466484	Oct 18 2022 10:00 AM	debbiejayy93@gmail.com
118153464350	Oct 18 2022 09:58 AM	July059@gmail.com
118152832195	Oct 17 2022 06:06 PM	LisaPolyester@gmail.com
118152823396	Oct 17 2022 05:49 PM	say_christina@yahoo.com